

Forward-Looking Statements

Certain information contained in this presentation constitutes forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. There are a variety of factors, many of which are beyond our control, that affect our operations, performance, business strategy and results and could cause our actual results and experience to differ materially from the assumptions, expectations and objectives expressed in any forward-looking statements. These factors include, but are not limited to: our ability to implement successfully our strategic initiatives; actions and initiatives taken by both current and potential competitors; increases in the prices paid for raw materials and energy; a labor strike, work stoppage or other similar event; foreign currency translation and transaction risks; deteriorating economic conditions or an inability to access capital markets; work stoppages, financial difficulties or supply disruptions at our suppliers or customers; the adequacy of our capital expenditures; our failure to comply with a material covenant in our debt obligations; potential adverse consequences of litigation involving the company; as well as the effects of more general factors such as changes in general market, economic or political conditions or in legislation, regulation or public policy. Additional factors are discussed in our filings with the Securities and Exchange Commission, including our annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K. In addition, any forward-looking statements represent our estimates only as of today and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forwardlooking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.







HOW WE'LL WIN

INNOVATION EXCELLENCE

Develop great products and services that anticipate and respond to the needs of consumers

STRATEGY ROADMAP



SALES & MARKETING EXCELLENCE

Build the value of our brand, help our customers win in their markets, and become consumers' preferred choice

OPERATIONAL EXCELLENCE

Relentlessly improve our quality and efficiency to deliver the right tire, to the right place, at the right time for the right cost

Winning at the intersection is the key to success

CONSUMER EXPERIENCE

Make Goodyear easy to buy, own, and recommend

CUSTOMER SERVICE Collaborate with customers to be a great supplier

WHER

Deliver i proce

GOOD YEAR. ONE TEAM Driving Performance – on the road, in the marketplace, and throughout the company



DELIVER SUSTAINABLE REVENUE AND PROFIT GROWTH WHILE INCREASING THE VALUE OF OUR BRAND

		HOW WE'LL WORK
	ACT WITH Integrity	Build trust and earn the confidence of others through honesty and respect – Protect Our Good Name
	ENERGIZE THE TEAM	Create an environment where associates are inspired by work, wellness and serving their communities
	PROMOTE	Connect associates globally and encourage open discussion to meet objectives
	BE AGILE	Embrace change and act with speed and purpose
	DELIVER RESULTS	Anticipate challenges, seize opportunities and make courageous decisions
	Engage and	d enable associates to realize their full potential
RE WE'LL FOCUS	S	
QUALITY industry best products, esses, and programs		ALUE SEGMENTS ere we capture the full e of our brand Manage the necessary; eliminate the unneeded



Reflecting on Q3 2019 Results

Positives

- Strong volume growth in China, led by double-digit increases in consumer OE & replacement
- Price versus raw materials positive for the first time in 3 years
- U.S. replacement businesses continued to perform well
- Global commercial truck tire shipments continued to outpace industry
- Solid volume growth in Brazil

Fundamentals starting to improve in several areas









Consumer Replacement Industry Fundamentals: ≥17"

U.S. Replacement Industry 2019 vs. 2018 Growth Rate^(a)

	<u>Q3 19</u>	<u>YTD 19</u>		<u>Q3 19</u>	<u>YTD 19</u>
USTMA Members (≥17")	7%	6%	ETRMA Members (>17")	8%	6%
USTMA Members (<17")	-9%	-8%	ETRMA Members (<17")	-5%	-7%
Total	1%	0%	Total	-2%	-3%
Non-Members	13%	15%	Non-Members	3%	2%
Total U.S.	4%	4%	Total EU + Turkey	0%	-2%
Goodyear (≥17")	10%	10%	Goodyear (≥17")	-1%	3%

(a) Source: U.S. Tire Manufacturers Association

(b) Source: European Tyre & Rubber Manufacturer's Association (Europe, including Turkey and excluding Russia) + Non-Members internal estimation



Europool & Turkey Replacement Industry 2019 vs. 2018 Growth Rate(b)



Top Ranked Products & Services

UltraGrip Performance+ Ranked 1st in the coveted Auto Express Winter Tire Test, excelling in wet handling, braking, and noise reduction

Eagle Exhilarate

#1 rated UHP All-Season tire by leading U.S. consumer magazine, with outstanding handling and braking performance



Goodyear Auto Service

Named to Newsweek's 2020 List of America's Best Customer Service brands; online rating scores have risen to more than 4 stars





UltraGrip Performance+

Named the best overall winter tire by a prestigious German car magazine with a score of 8.9 out of 10, with excellent grip both on snowy surfaces and on wet corners



Assurance MaxLife

Top ranked Standard Touring All-Season tire on a leading U.S. e-commerce web site based on feedback from consumers with over 146,000 miles of real-world use

Goodyear Auto Service Named top automobile chain service destination by leading consumer magazine; one of only five chains to receive coveted recommended status









Financial Review



Third Quarter 2019 **Income Statement**

Terms: US\$ millions (except EPS)

Units

Net Sales

Gross Margin

SAG

Segment Operating Income^(a)

Segment Operating Margin^(a)

Goodyear Net Income

Goodyear Net Income Per Share Weighted Average Shares Outstanding

Basic

Weighted Average Shares Outstanding - Diluted

Diluted

Cash Dividends Declared Per Common Share

Adjusted Diluted Earnings Per Share (b)

(a) See Segment Operating Income and Margin reconciliation in Appendix on page 24

(b) See Adjusted Diluted Earnings Per Share reconciliation in Appendix on pages 25 and 26



	Three Months Ended					
Se	eptember 30, 2019	S	September 30, 2018	Change		
14	40.3	62	40.5	(1)%		
\$	3,802	\$	3,928	(3)%		
	22.0%		22.9%	(0.9) pts		
\$	572	\$	553	3%		
\$	294	\$	362	(19)%		
	7.7%		9.2%	(1.5) pts		
\$	88	\$	351			
	233		236			
\$	0.38	\$	1.49			
	234		238			
\$	0.38	\$	1.48			
\$	0.16	\$	0.14			
\$	0.45	\$	0.68			





Third Quarter 2019 **Segment Operating Results**



(a) Raw material variance of (\$41) million excludes raw material cost saving measures of \$21 million, which are included in Cost Savings

- (b) Price/mix excludes the impact of equity interest in TireHub (\$2 million benefit year over year)
- (c) Includes impact of \$21 million favorable indirect tax settlement in Brazil in the third quarter of 2018
- (d) Estimated impact of inflation (wages, utilities, energy, transportation and other)
- (e) Includes the impacts of other tire-related businesses, advertising, R&D and equity interest in TireHub (\$2 million benefit year over year)







Third Quarter 2019 **Balance Sheet**

Terms: US\$ millions

	· · · · · · · · · · · · · · · · · · ·	ember 30, 2019	J	une 30, 2019	ember 31, 2018	 ember 30, 2018
Cash and cash equivalents	\$	868	\$	917	\$ 801	\$ 896
Accounts receivable Inventories Accounts payable - trade	\$	2,748 2,965 (2,651)	\$	2,473 3,091 (2,750)	\$ 2,030 2,856 (2,920)	\$ 2,670 2,938 (2,819)
Working capital ^(a)	\$	3,062	\$	2,814	\$ 1,966	\$ 2,789
Total debt ^(b)	\$	6,676	\$	6,737	\$ 5,763	\$ 6,520
Net debt ^(b)	\$	5,808	\$	5,820	\$ 4,962	\$ 5,624

(a) Working capital represents accounts receivable and inventories, less accounts payable - trade (b) See Total Debt and Net Debt reconciliation in Appendix on page 27





Third Quarter 2019 – Liquidity Profile

Terms: US\$ billions



(a) Total liquidity comprised of \$868 million of cash and cash equivalents, as well as \$2,521 million of unused availability under various credit agreements



September 30, 2019





Third Quarter 2019 **Free Cash Flow**

Terms: US\$ millions

Net Income	\$
Depreciation and Amortization	
Change in Working Capital	
Pension Expense	
Pension Contributions and Direct Payments	
Provision for Deferred Income Taxes	
Rationalization Payments Other ^(a)	
Cash Flow from Operating Activities (GAAP)	\$
Capital Expenditures	
Free Cash Flow (non-GAAP)	\$
Cash Flow from Investing Activities (GAAP)	\$
Cash Flow from Financing Activities (GAAP)	\$

(a) Other includes amortization and write-off of debt issuance costs, net pension curtailments and settlements, net rationalization charges, net (gains) losses on asset sales, gain on TireHub transaction net of transaction costs, operating lease expense and payments under the new accounting standard, compensation and benefits less pension expense, other current liabilities, and other assets and liabilities



Three Months Ended September 30,			Trailing Twelve Months Ended		
2019		2018	Septem	ber 30, 2019	
90	\$	354	\$	212	
195		197		773	
(328)		(382)		(355)	
33		27		127	
(19)		(14)		(69)	
(2)		114		39	
(13)		(20)		(69)	
196		(216)		143	
152	\$	60	\$	801	
(160)		(173)		(757)	
(8)	\$	(113)	\$	44	
(165)	\$	(194)	\$	(787)	
(22)	\$	58	\$	(31)	





Third Quarter 2019 - Segment Results Americas

Terms: US\$ millions Units in millions

	<u>Third C</u>		
	<u>2019</u>	<u>2018</u>	<u>Change</u>
Units	17.9	17.8	0.9%
Net Sales	\$2,049	\$2,107	(2.8%)
Operating Income	\$175	\$194	(9.8%)
Margin	8.5%	9.2%	



 Strong growth in replacement more than offset weakness in OE

- Consumer replacement up 6% in Brazil and 3% in U.S.
- U.S. commercial outperformed industry

 SOI decline more than explained by the impact of a favorable 2018 Brazilian VAT settlement and impact of a strike at a large **OE** customer





Third Quarter 2019 - Segment Results Europe, Middle East & Africa

Terms: US\$ millions **Units in millions**

	Third Quarter				
	<u>2019</u>	<u>2018</u>	<u>Change</u>		
Units	14.5	15.2	(5.6%)		
Net Sales	\$1,205	\$1,290	(6.6%)		
Operating Income	\$66	\$111	(40.5%)		
Margin	5.5%	8.6%			





- Reduced volume driven by lower consumer shipments
 - Consumer replacement business impacted by weak market conditions in **Europe and distribution challenges**
- Commercial replacement continues to be strong
- SOI decline driven by reduced volume, wage inflation and lower factory utilization





Third Quarter 2019 - Segment Results **Asia Pacific**

Terms: US\$ millions **Units in millions**

	Third Quarter				
	<u>2019</u>	<u>2018</u>	<u>Change</u>		
Units	7.9	7.5	5.4%		
Net Sales	\$548	\$531	3.2%		
Operating Income	\$53	\$57	(7.0%)		
Margin	9.7%	10.7%			



Strong growth in replacement and OE

- China consumer OE and replacement shipments both up double digits
- Consumer replacement shipments ex-China up high-single digits
- India OE remains extremely soft
- SOI decline driven by lower factory utilization







Fourth Quarter Puts and Takes









Price vs Raws Over Time: Comparing Current Cycle to Prior Cycle



(a) Price changes versus prior year; excludes the impact of mix and excludes Venezuela. Raw materials announcements reflect U.S. consumer replacement.



36 months



2019 Outlook – Other Financial Assumptions

Interest Expense	
Other (Income) Expense	C
Income Tax	
Depreciation & Amortization	
Global Pension Cash Contributions	
Working Capital	
Capital Expenditures	
Restructuring Payments	
Corporate Other	

(a) Excludes one-time charges and benefits from pension settlements and curtailments (b) Excludes one-time items



Current 2019 FY Assumption

~\$350 million

Financing fees: ~\$40 million Global pension related (excluded from SOI)^(a): \$95 - \$120 million

> Expense: ~25% of global pre-tax operating income; Cash: ~25% of global pre-tax operating income^(b)

> > ~\$775 million

\$25 - \$50 million

Use of less than \$100M

~\$800 - \$825 million; Driving \geq 17" growth in volume & mix

~\$65 million

~\$100 million







Modeling Assumptions

Volume Sensitivities

(Impact on Goodyear's Annual Units in 000's)

 1% Δ in U.S. Consumer OE Industry 	~120	
 1% ∆ in U.S. Consumer Replacement Industry 	~355	
 1% ∆ in U.S. Commercial OE Industry 	~10	8
 1% ∆ in U.S. Commercial Replacement Industry 	~30	•
 1% ∆ in European Consumer OE Industry 	~130	
 1% ∆ in European Consumer Replacement Industry 	~370	
 1% ∆ in European Commercial OE Industry 	~10	
 1% ∆ in European Commercial Replacement Industry 	~30	

(Annual Impact of Effective Pricing Yield)

- 1% ∆ in U.S. Consumer Replace
- 1% ∆ in U.S. Commercial Replacement
- 1%∆ in European Consumer F
- 1% ∆ in European Commercia

Approximate Profit Margin Per Tire

- Consumer OE ≥17"
- Consumer Replacement ≥17"
- Consumer OE <17"
- Consumer Replacement <17"
- Commercial U.S. and Europe

(Industry Estimate)

~\$25 Average

~\$9 Average

- 1% ∆ in Synthetic Rubber Price
- 1% ∆ in Natural Rubber Prices
- 1% ∆ in Pigment, Chemical, &
- 1% ∆ in Wire/Other Prices (3 to
- 1% ∆ in Carbon Black (3 to 4 month lag)
- 1% ∆ in Fabric Prices (3 to 4 month lag)

Approximate OH Absorption Per Tire

(1 Quarter Lag)

- Americas Consumer
- Americas Commercial
- EMEA Consumer
- EMEA Commercial

\$10-\$15

\$30 - \$35

~\$19

~\$28

\$7 - \$9

\$7 - \$9

\$50 - \$60

- 1% ∆ in Global Inflation \$50 - \$60 • 1% Δ in Americas Inflation
- \$8 \$12 1% △ in EMEA Inflation
- Note: Volume, pricing and raw materials modeling assumptions based on Goodyear's public disclosures. Currency, cost inflation, profit margin and overhead absorption figures based on internal estimates. As shown in the fourth quarter 2018 earnings call presentation.

Tire Raw Material Spend



Translational Foreign Currency

Pricing

cement	~\$36M
lacement	~\$12M
Replacement	~\$31M
al Replacement	~\$10M

• +/- 0.01 ∆ USD/BRL
• +/- 0.01 ∆ USD/CNY
• +/- 0.01 ∆ USD/EUR
• +/- 0.01 ∆ USD/TRY

~\$9M

~\$6M

~\$6M

~\$4M

~\$4M

~\$3M

(Annual Impact on FX portion of SOI Walk)

(e.g. R\$3.79 to R\$3.78 is favorable by 0.01)	+/-\$0.3N
(e.g. ¥6.75 to ¥6.74 is favorable by 0.01)	+/-\$0.2N
(e.g. €0.87 from €0.86 is favorable by 0.01)	+/-\$3.1N
No. No. a second potenting of a second potential process of No. 1997.	

(e.g. ₺5.42 from ₺5.41 is favorable by 0.01)

(Annual Impact)

es (3 to 4 month lag)	
s (4 to 6 month lag)	
Oil Prices (3 to 4 month lag)	
to 4 month lag)	

Transactional Foreign Currency

(Annual Impact on Raw Material portion of SOI Walk)

 +/- 0.01 ∆ USD/BRL 	(e.g. R\$3.79 to R\$3.78 is favorable by a 0.01)	+/- \$0.9N
 +/- 0.01 ∆ USD/CNY 	(e.g. ¥6.75 to ¥6.74 is favorable by a 0.01)	+/- \$0.2N
• +/- 0.01 ∆ USD/EUR	(e.g. €0.87 from €0.86 is favorable by a 0.01)	+/- \$3.5N
 +/- 0.01 ∆ USD/TRY 	(e.g. ₺5.42 from ₺5.41 is favorable by a 0.01)	+/- \$0.2N
• +/- 0.01 ∆ EUR/TRY	(e.g. ₺6.25 from ₺6.24 is favorable by a 0.01)	+/- \$0.2N

Cost Inflation

(Annual Impact)

~\$55M ~\$25M ~\$25M





2019 Full-Year Industry Outlook



(a) For replacement, Western Europe is Europool and Turkey; for OE, Western Europe is total EMEA





Full-Year 2019 Guidance								
United States	Western Europe ^(a)							
~1 - 3%	~(2) – 0%							
~(4) – (3)%	~(6) – (4)%							
~(16) - (12)%	~1 - 3%							
~(2) – 3%	~(12) - (7)%							



Third Quarter 2019 – Maturity Schedule





Note: Based on September 30, 2019 balance sheet values and excludes notes payable, finance and operating leases and other domestic and foreign debt (a) At September 30, 2019 our borrowing base, and therefore our availability, under the U.S. revolving credit facility was \$252 million below the facility's stated amount of \$2.0 billion At September 30, 2019 there were \$300 million of borrowings and \$37 million of letters of credit issued (b) At September 30, 2019 the amounts available and utilized under the Pan-European securitization program totaled \$306 million (€281 million)







- (c) At September 30, 2019 there were \$356 million (€327 million) of borrowings and no letters of credit issued under the €800 million European revolving credit facility



Use of Historical and Forward-Looking Non-GAAP Financial Measures

This presentation contains historical and forward-looking non-GAAP financial measures, including Total Segment Operating Income and Margin, Free Cash Flow, Adjusted Net Income and Adjusted Diluted Earnings Per Share (EPS), which are important financial measures for the company but are not financial measures defined by U.S. GAAP, and should not be construed as alternatives to corresponding financial measures presented in accordance with U.S. GAAP.

Total Segment Operating Income is the sum of the individual strategic business units' (SBUs') Segment Operating Income as determined in accordance with U.S. GAAP. Total Segment Operating Margin is Total Segment Operating Income divided by Net Sales as determined in accordance with U.S. GAAP. Management believes that Total Segment Operating Income and Margin are useful because they represent the aggregate value of income created by the company's SBUs and exclude items not directly related to the SBUs for performance evaluation purposes. The most directly comparable U.S. GAAP financial measures to Total Segment Operating Income and Margin are Goodyear Net Income and Return on Net Sales (which is calculated by dividing Goodyear Net Income by Net Sales).

Free Cash Flow is the company's Cash Flows from Operating Activities as determined in accordance with U.S. GAAP, less capital expenditures. Management believes that Free Cash Flow is useful because it represents the cash generating capability of the company's ongoing operations, after taking into consideration capital expenditures necessary to maintain its business and pursue growth opportunities. The most directly comparable U.S. GAAP financial measure is Cash Flows from Operating Activities.

Adjusted Net Income is Goodyear Net Income as determined in accordance with U.S. GAAP adjusted for certain significant items. Adjusted Diluted EPS is the company's Adjusted Net Income divided by Weighted Average Shares Outstanding-Diluted as determined in accordance with U.S. GAAP. Management believes that Adjusted Net Income and Adjusted Diluted EPS are useful because they represent how management reviews the operating results of the company excluding the impacts of rationalizations, asset write-offs, accelerated depreciation, asset sales and certain other significant items.

It should be noted that other companies may calculate similarly-titled non-GAAP financial measures differently and, as a result, the measures presented herein may not be comparable to such similarly-titled measures reported by other companies.

We are unable to present a quantitative reconciliation of our forward-looking non-GAAP financial measures, other than Free Cash Flow, to the most directly comparable U.S. GAAP financial measures because management cannot reliably predict all of the necessary components of those U.S. GAAP financial measures without unreasonable effort. Those forward-looking non-GAAP financial measures, or components thereof, would be reconciled to Goodyear Net Income, which includes several significant items that are not included in the comparable non-GAAP financial measures, such as rationalization charges, other (income) expense, pension curtailments and settlements, and income taxes. The decisions and events that typically lead to the recognition of these and other similar non-GAAP adjustments, such as a decision to exit part of our business, acquisitions and dispositions, foreign currency exchange gains and losses, financing fees, actions taken to manage our pension liabilities, and the recording or release of tax valuation allowances, are inherently unpredictable as to if or when they may occur. The inability to provide a reconciliation is due to that unpredictability and the related difficulty in assessing the potential financial impact of the non-GAAP adjustments. For the same reasons, we are unable to address the probable significance of the unavailable information, which could be material to our future financial results.





1

Reconciliation for Segment Operating Income/Margin

Terms: US\$ millions

Total Segment Operating Income

Rationalizations

Interest expense

Other income (expense)

Asset write-offs and accelerated dep Corporate incentive compensation pl Retained expenses of divested operation Other

Income before Income Taxes

United States and Foreign Tax Expens Less: Minority Shareholders Net Incon Goodyear Net Income

Net Sales (as reported) Return on Net Sales (as reported) Total Segment Operating Margin



	Three Months Ended								
		Septem	ber 3	0,					
		2019	2	2018					
	\$	294	\$	362					
		(21)		(5)					
		(88)		(82)					
		(35)		253					
preciation		(1)		-					
ans		(13)		1					
ations		(1)		(2)					
		(14)		(14)					
	\$	121	\$	513					
e		31		159					
ne		2		3					
	\$	88	\$	351					
		\$3,802		\$3,928					
		2.3%		8.9%					
		7.7%		9.2%					





Third Quarter 2019 Significant Items (After Tax and Minority Interest)

(except EPS)			Rationalizati Asset Write-		Be	eaumont,		rect Tax ments and		
	10 1000	o	and Accelera		Te	xas Flood		rete Tax		
	As R	eported	Depreciati	on		Effect	lt	tems	As A	djusted
Net Sales	\$	3,802	\$	-	\$	5	\$	2	\$	3,802
Cost of Goods Sold		2,965		-		(1)		1		2,965
Gross Margin		837		-		1		(1)		837
SAG		572		-		-		-		572
Rationalizations		21		(21)		-		8		-
Interest Expense		88		-		-		-		88
Other (Income) Expense		35		-		(5)		5		30
Pre-tax Income		121		21		6		(1)		147
Taxes		31		3		1		5		40
Minority Interest		2		-		-		-		2
Goodyear Net Income	\$	88	\$	18	\$	5	\$	(6)	\$	105
EPS	\$	0.38	\$ (0.07	\$	0.02	\$	(0.02)	\$	0.45







Third Quarter 2018 Significant Items

(After Tax and Minority Interest)

Terms: US\$ millions, (except EPS)

			Trans	on TireHub saction, Net ransaction	Sett	direct Tax lements and screte Tax		Pension		egal Claims Related to iscontinued			A	ionalizations, sset Write- offs, and ccelerated		
	As R	eported		Costs		Items	Se	ettlement	. (Operations	Hur	ricane Effect	D	epreciation	As A	djusted
Net Sales	\$	3,928	\$	-	\$	-	\$	-	\$	-	\$	1.00	\$	~	\$	3,928
Cost of Goods Sold		3,028	100	-		19		-	201-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-	-				÷		3,047
Gross Margin		900		-		(19)		-		-		() + ()		× .		881
SAC														8		
SAG		553		-		-		-		-				-		553
Rationalizations		5		2.0		-		5		5		-		(5)		-
Interest Expense		82				5 .		Π.				1570		5		82
Other (Income) Expense		(253)		287		3		(10)		(4)		(2)				21
Pre-tax Income		513		(287)		(22)		10		4		2		5		225
Taxes		159		(68)		(36)		2		1		-		1		59
Minority Interest		3	-	-		14		-		2		-		2		3
Goodyear Net Income	\$	351	\$	(219)	\$	14	\$	8	\$	3	\$	2	\$	4	\$	163
EPS	\$	1.48	\$	(0.91)	\$	0.05	\$	0.03	\$	0.01	\$	0.01	\$	0.01	\$	0.68







Reconciliation for Total Debt and Net Debt

Terms: US\$ millions





September 30, 2019		une 30, 2019		ember 31, 018 ^(a)	September 30, 2018 ^(a)		
\$	5,580	\$ 5,766	\$	5,110	\$	5,604	
	486	480		410		445	
	610	491		243		471	
\$	6,676	\$ 6,737	\$	5,763	\$	6,520	
	868	 917	0	801		896	
\$	5,808	\$ 5,820	\$	4,962	\$	5,624	





